

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY TAIPEI

UNCLAS STATE 137551

FOR TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: BUILDING AND CONSTRUCTION EQUIPMENT TECHNICAL SALES
SEMINAR

REF: STATE 097333

1. IN PLANNING FOR SUBJECT EVENT, WOULD LIKE TO SHARE
FOLLOWING WITH YOU:

A. U.S. CONSTRUCTION EQUIPMENT INDUSTRY DELIVERY DATES
NOW RUNNING 2-4 YEARS FOLLOWING ORDER;

B. WE DO NOT ANTICIPATE RUSH BY U.S. INDUSTRY TO PARTICIPATE
IN ONE-STOP EVENT IN TAIWAN UNLESS WE CAN DEMONSTRATE
DEFINITE EXPECTATIONS OF LARGE INCREMENTAL SALES FOR THOSE
COMPANIES PARTICIPATING.

2. WOULD APPRECIATE RESPONSES TO FOLLOWING BY JULY 10:

A. PROJECTED TAIWAN BUILDING AND CONSTRUCTION EQUIPMENT
IMPORTS NEXT FIVE YEARS.

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B. PROJECTED U.S. SHARE OF ABOVE.

C. ARE CERTAIN U.S. MANUFACTURERS SO WELL ESTABLISHED IN TAIWAN MARKET THAT PARTICIPATION IN SUBJECT EVENT WOULD NOT RESULT IN INCREMENTAL SALES FOR THEM?

D. DOES ROC ENVISAGE CERTAIN MEASURES TO ASSIST INCREMENTAL SALES FOR SEMINAR PARTICIPANTS:

E. WOULD APPRECIATE LISTING OF U.S. BUILDING AND CONSTRUCTION EQUIPMENT MANUFACTURERS CURRENTLY ACTIVE IN TAIWAN, AGENTS AND ROUGH SALES FIGURES, IF AVAILABLE. SALES FIGURES WILL OF COURSE BE HELD CONFIDENTIAL.

3. IF EVENT PROVES RECRUITABLE, WE WOULD SUGGEST SEMINAR TEAM BE IN TAIWAN DECEMBER 5-10, KEEPING IN MIND THANKS-GIVING WEEKEND AND NECESSITY RETURN SEMINAR GROUP STATE-SIDE BEFORE BEGINNING XMAS SEASON MID-DECEMBER. PLEASE CHECK WITH APPROPRIATE ROC OFFICIALS AND ADVISE IF THIS SUITABLE.

4. IF EVENT IS FEASIBLE, WE WOULD AIM AT SEVEN-COMPANY SEMINAR PANEL, PLUS INDUSTRY ASSOCIATION CHAIRMAN, EACH OF WHICH WOULD MAKE A HALF-HOUR PRESENTATION, PLUS AUDIO-VISUAL AIDS. THERE WOULD BE TWO MORNING SEMINAR SESSIONS ON CONSECUTIVE DAYS, EACH CONSISTING OF FOUR PRESENTATIONS PLUS QUESTION-AND-ANSWER. WE NORMALLY USE TWO-PERSON TEAM FOR SIMULTANEOUS INTERPRETATION, PAYING INTERNATIONAL RATES FOR QUALIFIED PERSONNEL. PLEASE INFORM HOW FAR IN ADVANCE WE MUST RESERVE INTERPRETERS.

5. FOLLOWING SEMINAR SESSIONS, WE WOULD PLAN SITE VISITS AND INDIVIDUAL PRIVATE BUSINESS APPOINTMENTS FOR SEMINAR PANEL MEMBERS WITH TAIWAN CONTRACTORS AND GOVERNMENT OFFICIALS FOR SUCCEEDING TWO DAYS.

6. IN ORDER TO TAILOR PROPOSED SEMINAR TO MOST PRESSING NEEDS OF TAIWAN BUILDING AND CONSTRUCTION INDUSTRIES, REQUEST POST CONTACT MINISTER KAO RE FOLLOWING: A) BEST THEMES FOR EIGHT TECHNICAL PRESENTATIONS DURING TWO SESSIONS DESCRIBED UNCLASSIFIED

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IN PARA 4 ABOVE, E. G. TUNNELING, EXCAVATING, ROCK DRILLING, TRACK-LAYING, ROAD-ROLLING, MECHANIZED MATERIALS HANDLING AT BUILDING SITES, CONCRETE POURING, PILE-DRIVING, ETC., AND B) TYPES OF SITES FOR CONSULTATIONS DESCRIBED IN PARA 5 ABOVE, E.G. BUILDINGS, TUNNELS, ROADS AND BRIDGES, RAILROADS, ETC. SISCO

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